

Volume 7, Issue 1

www.askcbi.org
College Broadcasters, Inc.

Fall conference set for Louisville

The home of the Kentucky Derby and the famous Louisville Slugger baseball bat is now host to the world's largest meeting of student broadcasters, journalists and advisers. College Broadcasters, Inc., College Media Advisers and the Associated Collegiate Press, have organized the 89th annual National College Media Convention, October 27-31 at the Galt House in Louisville, Ky.

Each fall, CBI, CMA and ACP present more than 400 practical and professional learning opportunities, from student-led roundtables on programming and public relations to advising sessions on how to recruit and retain entry-level staff and inspire and manage student leaders. CBI is also offering a pre-convention workshop on Apple's Final Cut Pro professional editing software. This workshop, held Wednesday, October 27, will be taught by Virginia Orzel, an assistant professor in the department of communication at The College at Brockport, State University of New York and a certified Final Cut Pro trainer. Orzel will teach the basic elements of Final Cut Pro, the basics of proper editing and the five basic Final Cut tools, how to use them and why. Workshop participants will also learn how to work with the Final Cut interface, organize projects and follow a workflow. There is be a 20-person maximum for the workshop and pre-registration is required.

The ninth annual CBI cybercast starts Thursday morning, offering students the opportunity to show off their talents in a live Internet broadcast. Participants must sign up in advance by contacting cybercast coordinator Dave Black at gm@wsum.org. Winners of CBI's national student production awards will be announced Friday afternoon, followed by the organization's membership meeting. Saturday morning kicks off with a career fair featuring internship and job openings.



Located on the bank of the Ohio River, Louisville is Kentucky's largest city, the United States' 16th largest city and "The Gateway to the South." Louisville is the site for the National College Media Convention October 27-31, 2010. Photo courtesy of Greater Louisville Convention & Visitors Bureau, www.gotolouisville.com.

Sessions are organized into tracks focused on a specific area, such as sports, legal issues, and sales/underwriting. The programming track, for example, includes presentations on having a successful morning radio show, incorporating news and information programming, and the age-old block verses free-form programming debate. The promotions track offers the perennial favorites 80 college media promotional ideas in 80 minutes and the swag swap. The complete listing of broadcast sessions can be found at www.askcbi. org.

Once the convention wraps up for the day, the Galt House is just blocks away from Fourth Street Live, billed as Louisville's premier dining, entertainment and retail destination. Other attractions within a mile of the hotel include the Kentucky Center for the Performing Arts, Actors Theater of Louisville, Muhammad Ali Center, Louisville Slugger Museum, Louisville Science Center and Frazier International History Museum.

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CBI Board of Directors:

President & Awards Coordinator Warren Kozireski SUNY Brockport chair@collegebroadcasters.org

Vice President

Candace Walton
University of South Dakota
Candace.Walton@usd.edu

Dave Black
University of Wisconsin-Madison
gm@wsum.org

Development
Vacant
Contact CBI President
chair@collegebroadcasters.org

Student Representative

Caila Brown

Savannah College of Art & Design
cbrown40@student.scad.edu

Secretary & CBInsights Editor

Jamie Lynn Gilbert

North Carolina State University
jamie_gilbert@ncsu.edu

IT Content

Vacant

Contact CBI President

chair@collegebroadcasters.org

Immediate Past President
Will Robedee
Rice University
past_chair@collegebroadcasters.org

Advisory Board

Executive Director
Will Robedee
Rice University
past_chair@collegebroadcasters.org

Cybercast Coordinator

Dave Black
University of Wisconsin-Madison
qm@wsum.org

Elections Commissioner Chris Thuringer University of Kentucky chris2@uky.edu

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Questions? Comments? Please contact CBI. Phone: 1-877-ASK-CBI1 Web: http://www.askcbi.org

College Broadcasters, Inc. UPS - Hershey Square Center 1152 Mae Street Hummelstown, PA 17036

Letter from the president

Thanks to many of you, College Broadcasters, Inc. (CBI) is serving our student stations better and better every semester.

You can listen/watch all of the 2009 CBI student production award winners and use them to measure up how your station is doing and help motivate the rest of your staff. The 2010 winners should be posted by December.

Our listservs are providing an active dialogue of industry ideas, suggestions, news and more.

CBI has hired an Executive Director to coordinate the planning for both yearly conferences.

And (thanks to Joel Willer of University of Louisiana at Monroe and Will Robedee of Rice University) we are always at the forefront in lobbying on your behalf in the ongoing debate and litigation of webcasting fees and music rights charges that may threaten many, if not all, of our operations budgets and ability to operate.

In a nutshell, your membership fees are well-invested as we continue to serve you - student broadcasters from across the nation - and we welcome your ideas and comments.

Thanks to all who attended and helped plan/carry-out our national Austin conference (under the leadership of Charlotte Nisser/University of Oregon). Fifty broadcast panels, a great idea exchange and first night party (thanks to Dan Schumacher and his staff). I'm sure many won't forget Halloween night in Austin and more than a few "Keep Austin Weird" t-shirts were seen at the airport on the way home.

In addition to our upcoming fall National College Media Convention at The Galt House in Louisville, Kentucky October 27-31, for planning purposes mark your calendars:

- Spring 2011 National College Media Convention (March 13-15), New York City, Marriott Marquis.
- 2011 national student production awards deadline will be mid-May.
- Future fall National Convention sites: 2011-Orlando, 2012-Chicago
 Have a great year!

Warren Kozireski President-CBI

WRFL increases wattage

After years of fundraising and dedication, WRFL-FM 88.1, Radio Free Lexington at the University of Kentucky, is celebrating the construction and installation of a new transmission tower and antenna. The equipment, which was installed on the top of a campus office tower in early June, expands the station's wattage from 250 watts to 7,900 watts, allowing for WRFL's signal to reach most of central Kentucky with its eclectic mix of music and progressive news.

WRFL applied for the major change with the Federal Communications Commission (FCC) in 1998, but it wasn't until June 2007 that the application was granted due to a lengthy court case involving the FCC and American Family Association, Inc. regarding mutually exclusive application determinations. WRFL funded the major project by successfully lobbying campus leaders for an increase in their dedicated student fee and creating a calendar of events to serve as fundraising opportunities.

"Lexington has been privileged for 22 years to have access to WRFL's cultural contributions and now even more people in Kentucky are going to be discovering their new favorite artists, inspired to start creative endeavors of their own and realizing that they're not alone in wanting something



different," Ainsley Wagoner, general manager of WRFL, said.

WRFL has been operating 24 hours a day, 365 days a year since 1988 with a mix of student, faculty, staff and community DJs. It has been a member of CBI since 2002. For more information about the station visit its website at http://wrfl. fm. Contributed by Chris Thuringer, University of Kentucky.

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College Broadcasters, Inc. (Fed Tax ID: 52-2362083)

Membership Invoice

Date/					
Type of Membership ☐ New Member ☐ Renewal					
Membership Dues ☐ 1 Year for \$125					
Station Information (Complete	one form per station):				
Station Name:		School affiliation:			
Station Call Letters (if applicable):		☐ Higher Education ☐ High School			
Mailing Address:		Adviser/Full-time Contact Name:			
City, State:		Primary Contact (Other than adviser):			
Zip Code:		Primary Contact Phone:			
Station Phone:		Primary Contact E-mail:			
Alternative Phone:		Station E-mail:			
Fax:		Station Website:			
About Your Station (Check all that	at apply):				
Radio: FCC Licensed AM	☐ FCC Licensed FM	□ LPFM	□ ССАМ		
\Box CAFM	☐ Community Access Cable	□ Online	☐ Other		
TV:	□ LPTV/A	☐ On Campus Cable	□ Other		
All Stations: Operating Schedule:	☐ Year-Round	☐ Academic Year Only	□ Other		
Commercial status:	☐ Commercial	☐ Non-commercial			
Payment Information: ☐ Enclosed is a check for \$		☐ Enclosed is a purchase of	order with instructions.		
Submit completed form, with p College Broadcasters, Inc. UPS- Hershey Square Center 1152 Mae Street Hummelstown, PA 17036	ayment or purchase order to):			
For CBI Internal Use Only:					
Date Received:// Notes:	Rec'd By				

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CBI student production award finalists

TELEVISION CATEGORIES					
Best General Entertainment Program	Best Documentary/ Public Affairs	Best Sportscast			
 CTV, Colorado State University, "Colorado Music Lounge Presents: Paper Bird" CTV, Colorado State University, "Premiere Pastries - Cupcakes and Crepes" ISUtv, Iowa State University, "The Iowa State Sportsman Show" Titan TV, University of Wisconsin Oshkosh, "One Word - Tales from a College Dorm" 	 I-Comm, Brigham Young University, "Macbeth: Realization of a Vision" ROAR Network, Loyola Marymount University, "Decolores: Two Communities, One Heart" UTVS, St. Cloud University, "Schiefelbein Farms" KYOT-TV, University of South Dakota, "Becca's First Turkey" 	 KBVR-TV, Oregon State University, "The Beaver Sports Show" Carolina Week, University of North Carolina, "02/15/10" Carolina Week, University of North Carolina, "03/17/10" Cable 8 Productions, Washington State University, "Inside the Lines" 			
Best Promo	Best PSA	Best Technical Production			
 Emerson Channel, Emerson College, "Lights" TV-10, Illinois State University, "Your Tech Promo" KYOT-TV, University of South Dakota, "Sauna" KYOT-TV, University of South Dakota, "U-News Stripper" 	 COM 425 Narrative Video Production, Berry College, "Violent Kids" CTV, Colorado State University, "CSU Health Network" TV-10, Illinois State University, "Texting" TVS-3010 TV Post Production, Lyndon State College, "Vermont Cares" 	 CTV, Colorado State University, "Colorado Music Lounge presents Danielle Ate the Sandwich" Carolina Week, University of North Carolina, "02/15/10" Carolina Week, University of North Carolina, "03/31/10" Titan TV, University of Wisconsin Oshkosh, "Titan Forest" 			
Best Live Sports Production	Best News Reporting	Best Comedy			
 IUP-TV, Indiana University of Pennsylvania, "IUP Basketball Game" Rowan TV5, Rowan University, "Profs Football: Rowan vs. Montclair St." UTVS, St. Cloud State University, "St. Cloud vs. MSU-Mankato" TSTV, University of Texas-Austin, "University of Texas vs. Kansas State" 	 CTV, Colorado State University, "Eco-Conservation in Mexico" WEIU-TV, Eastern Illinois University, "Fire story" UTVS, St. Cloud University, "The Key of Singing" Bronc TV, University of Texas-Pan American, "Parking Fees" 	 SGTV, University of South Carolina, "The Baja Men Visit Rome" KYOT-TV, University of South Dakota, "Commentary - Parking Ticket" Titan TV, University of Wisconsin Oshkosh, "Best Time of Your Life - Tales from a College Dorm" 			
Best Newscast	Best Special Broadcast	Best Student Media Web Site (Combined Category)			
 WEIU-TV, Eastern Illinois University, "Newswatch" News 7, Lyndon State College, "02/03/10" Carolina Week, University of North Carolina, "12/02/09" Carolina Week, University of North Carolina, "03/03/10" 	To be announced, see www.askcbi.org	 Viking Fusion, Berry College, vikingfusion.berry.edu WICB-FM, Ithaca College, wicb.org WKNC-FM, North Carolina State University, wknc.org Radio K, University of Minnesota, radiok.cce.umn.edu 			

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CBI student production award finalists

RADIO CATEGORIES				
Best Regularly Scheduled Program	Best Documentary	Best Sports Play-By-Play		
 VIC Radio, Ithaca College, "Disney Mania" WKNC-FM, North Carolina State University, "First Friday" WKNC-FM, North Carolina State University, "Musicology: Americana" KAOR-FM, University of South Dakota, "Biscuits and Gravy" 	 The Caravan, American University-Cairo, "AUC in the 70's" WCRX-FM, Columbia College Chicago, "Near Death Experience" SPC 405 Advanced Radio Production and Direction, North Central College, "Religion in an increasingly secular America" WVSU-FM, Samford University, "Northstar Soccer" 	 WRHU-FM, Hofstra University, "Hofstra Men's Basketball @ Northeastern" WEIU-FM, Illinois State University, "Basketball vs. UT Martin" WICB-FM, Ithaca College, "Basketball vs. St. John Fisher" WICB-FM, Ithaca College, "Basketball vs. Utica" 		
Best Promo	Best PSA	Best Technicial Production		
 WRHU-FM, Hofstra University, "Flash" WMUL-FM, Marshall University, "Moviephone" KAOR-FM, University of South Dakota, "Coyotes" WSWI-AM, University of Southern Indiana, "Jilted" 	 WMUL-FM, Marshall University, "26.5" WSWI-AM, University of Southern Indiana, "Bright Ideas" UTARadio.com, University of Texas- Arlington, "Be Safe Texting" Bronc Radio, University of Texas-Pan American, "The Gallery" 	 RTF 03224 Sound Communication, Rowan University, "No Speed Zone" KAOR-FM, University of South Dakota, "Miracle Sunrise Mash-Up" KAOR-FM, University of South Dakota, "Stutter Image" 		
Best Sports Reporting	Best News Reporting	Best Feature		
 WRHU-FM, Hofstra University, "Gina Villante Championship" Radio K, University of Minnesota, "Skijoring" Carolina Connection, University of North Carolina, "Fastest Tar Heel" WRST-FM, University of Wisconsin Oshkosh, "Sports Update 5571" 	 The Caravan, American University-Cairo, "Black Cloud in Cairo" WMUL-FM, Marshall University, "Coping With Disaster" WONC-FM, North Central College, "Evan Lysacek Day" SCAD Radio, Savannah College of Art & Design, "Shag-A-Thon" 	 WYBF-FM, Cabrini College, "Behind the Strut" WICB-FM, Ithaca College, "2009 The Year in Review" KALX-FM, University of California-Berkeley, "Northgate Radio" Radio K, University of Minnesota, "Women and Bikes" 		
Best Newscast	Best Station Promotion	Best DJ		
 WCRX-FM, Columbia College Chicago, "5/21/10" WRHU-FM, Hofstra University, "Newsline February 17, 2010" WNUR-FM, Northwestern University, "Wednesday PM News April 19, 2010" Bronc Radio, University of Texas-Pan American, "Fiesta Edition" 	 WMUL-FM, Marshall University, "Herd Bash 2009" KTSW-FM, Texas State University San Marcos, "Mr. Fest" Radio K, University of Minnesota, "Radio K at South by Southwest" 	To be announced, see www.askcbi.org		

Plan your trip to Louisville at www.askcbi.org.

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CBInsights is the quarterly newsletter of College Broadcasters, Inc., a national non-profit organization representing students involved in radio, television, webcasting and other media related ventures. CBInsights is published by and for college broadcasters, with a circulation of more than 1200. The newsletter is a quality publication speaking to the issues confronting students, advisers and their colleges and universities throughout the country. Its publication schedule is four times each academic year.

Since CBI is a non-profit organization, we seek advertising support to help cover the costs of publication. Sponsoring *CBInsights* allows your message to reach the college media market and future decision makers in a number of industries.

CBInsights is produced on 8.5" by 11" pages. A PDF version of the most recent edition is available at www.askebi.org.

Ad sizes and rates

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Quarter page	(3.25 x 4.5)	\$150.00

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For more information or to place an ad, please email Jamie Lynn Gilbert, CBI secretary and *CBInsights* editor, at jamie_gilbert@ncsu.edu with the subject "CBI Newsletter."

- AM, FM, and TV coverage contour maps
- FM and TV real-world terrain-based coverage predictions
- Frequency search studies for prospective new stations
- Upgrade studies for existing stations
- Broadcast transmission facility design
- FCC applications preparation—construction permit and license engineering
- PCN (Prior Coordination Notification) studies & FCC 601 STL applications
- Contact *Laura M. Mizrahi* or *Clarence M. Beverage* for additional information



P.O. Box 1130, Marlton, NJ 08053 Tel: (856) 985-0077 ■ Fax: (856) 985-8124 www.commtechrf.com

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